

Programme Guide

Certificate in Apparel Merchandising



School of Continuing Education
Indira Gandhi National Open University
Maidan Garhi, New Delhi-110 068

Please keep this Programme Guide safely till you complete the Programme of Study. You will need to consult it throughout the duration of the Programme.

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IMPORTANT INFORMATION

The candidates are required to opt only for such a Study Centre as is activated for the programme. As far as possible, the University will allot the Study Centre opted by the candidate. However, the University may change the Study Centre at its convenience without concurrence of the student at any time.

Printed material is the backbone of our programmes of study. The study material is prepared by teams of experts keeping in view the interest of the learner group. Each course has a Course Development Committee headed by the Vice-Chancellor, and other distinguished academics and professionals involved in the course preparation. The course material is written in such a manner that the students can study it by themselves with a little assistance from our Counsellor at the Study Centres. Further, text books and reference books are available in the libraries attached to the Study Centres and Regional Centres. Therefore, students will have no need for any cheap or condensed guides for following courses of IGNOU. In fact these may harm them. Hence, the University strongly advises the students not to take recourse to such type of guides.

You are requested to go through this Guide carefully before you proceed to the course material. It is further suggested that whenever you have a question to ask us, do look into the Guide. You will most likely find the answer to your question. If you do not, get in touch with your Regional Centre for information.

Dear Learner,

Welcome to our academic programme, Certificate in Apparel Merchandising, offered by Indira Gandhi National Open University.

Following your enrolment in this programme, you have become a student of Indira Gandhi National Open University, which offers educational programmes through the Open and Distance Learning (ODL) mode. It is quite likely that this is going to be your first experience as a distance learner. Unlike other educational institutions where teaching and learning take place in face-to-face manner, IGNOU adopts a multi-media approach to facilitate teaching-learning. You will find that the printed self-learning material is the primary medium. It is supplemented with audio and video programmes. You will also benefit from the counselling sessions organised at the programme study centre. Besides the assignments you submit, you will be evaluated by the Academic Counsellors at the Study Centre, which would form a mode through which you would be interacting with each other. Your practicals and internship would be a medium of interaction.

Through the Certificate in Apparel Merchandising, an attempt is being made to develop a focused learning programme which will impart relevant combination of knowledge and skills, based on the current apparel industry (export and retail) needs. This programme is expected to prepare students and professional with specific knowledge so they can enhance their career in the growing area of apparel exports and retail merchandising and effectively deal with technical needs of the industry. The Indian apparel industry is emerging as one of the fastest growing industry not in terms of volume but also in terms of technology advancements. With the aim of competing globally, there are various improvement programmes for their employees. Apparel Merchandising is one of the most important areas that move the current fashion from showroom to export and from export to direct their ultimate consumers through retail outlets. This programme gives complete knowledge about the mode and median of fashion to export till their ultimate consumers.

You may be new to the distance education mode of learning and to this programme of study. This Programme Guide is an attempt to address your doubts and queries that may arise at the different stages of learning. It provides you with the important information about the programme *viz.*, its salient features, structure, mode of delivery, counselling sessions, assignments, etc. The information provided in this booklet will help you to organise and systematise your study related to the various components of the programme. This will further facilitate your active participation in the counselling sessions and help you to submit assignments on time. It is expected that you will preserve this handbook to help you clarify your doubts during the programme.

With best wishes,

Programme Coordinator of CAPMER
IGNOU

1. INTRODUCTION TO THE UNIVERSITY

The Indira Gandhi National Open University was established in September, 1985 by an Act of Parliament. Its aim is to develop a flexible education system in the country. The primary emphasis is on development of courses relevant to our present day society, using innovative methods in imparting education, flexibility and involvement of all sections of society in the educational system. IGNOU aims to provide opportunities to all who want to have access to education, irrespective of restrictions with regard to place and time.

The significant features of IGNOU that make it different from the conventional Universities are the following:

- relaxed entry rules;
- study according to the student's own pace and convenience;
- study at the student's own place;
- flexibility in choosing a combination of courses from a wide range of disciplines and
- use of modern educational and communication technology including radio, TV audio and video tapes and satellite in imparting education.
- These unique features promote openness as regards the educational system, making this an 'Open University.'

The University functions with the objectives of:

- Providing opportunities for higher education to large segments of the population and, thereby, seeking to achieve the educational well-being of the community;
- Providing access to higher education to the disadvantaged groups and individuals, opening up opportunities for upgrading knowledge and skills;
- Bringing higher education to the doorsteps of all those who look for it;
- Providing high quality education at the University level, and
- Promoting both national integration and integrated development of the human personality.

IGNOU has adopted the distance education mode of instruction. Distance education uses the multi-media approach towards education which distinguishes it from correspondence education. In correspondence education, instruction happens solely through the print material whereas in the distance education mode, teaching and learning take place through various channels - print material, audio and video programmes and counseling sessions at Study Centres. Thus, there is a strong focus on student support services (i.e. services in addition to the print material), in the distance education mode of education. Student support services are provided by the University through a network of Study Centres located all over the country. You will come to know about each of these aspects of distance education system with reference to the Diploma in Event Management in detail, in the subsequent sections of this Programme Guide.

2. INTRODUCTION TO THE PROGRAMME

This Certificate Programme in Apparel Merchandising gives you in-depth theoretical as well as practical knowledge related to the Apparel Industry and Apparel Merchandising process. This program will provide relevant knowledge and skill to the field of apparel merchandising such skills required for merchandising, fundamentals of textiles, sourcing and buying, merchandising, planning and management.

Apparel merchandising is a process of taking orders from buyer to shipment through proper follow-up. The person who is dealing with this process is known as merchandiser. The merchandiser plays an important role and must have knowledge and skills to identify and understand the requirement of their buyers and provide their desired material and services to them. This process makes a bridge between the customer and the manufacturing industry. The apparel merchandising has various supply chain to construct the idea into the merchandise. The merchandiser should keep his/her eye on supply chain for the raw material, its quality and quantity which requires the skill of planning, controlling, managerial and execution.

This programme aims to constructively provide detailed knowledge about the apparel industry information to the learners as it is in very high demand due to the new fashion trends. The apparel merchandising industries have various opportunities for the young generation as their career objectives to utilize their skills. The programme attempts to integrate knowledge and skills in the field of merchandising. Following are the programme objectives:

- To create a professional programme for the youth so that their talents can be promoted for one of the fastest growing industry;
- To develop human resources for apparel industry;
- To provide conceptual and practical training to aspiring merchandisers;
- To supplement with professional education and training for merchandisers who are employed;
- To provide income generating opportunities to the people, especially women who wish to work as merchandisers from home leading to entrepreneurship; and
- To create an option for people who aspire to switch their career towards the apparel industry.

Social Relevance of the Programme

Apparel merchandising is related to the clothing or fashion which is one of the most important basic needs of life. Today's clothing is not just a need of human life, but that represent the personality of the person and it gives the identity to the person. The apparel industry plays important role in society in terms of fashion and economy. The economic and social drivers of apparel industry placing global demands and opportunities for the apparel merchandise. It is throwing immense opportunities especially in tier I and tier II cities. This industry also provides an opportunity to the woman who wants to work as entrepreneur.

Eligibility: Those who have cleared 10+2 examination from any disciplinary stream and who are the target group of learners. Whether learners are preparing to enter this profession, preparing for their advancement within the apparel industry, preparing to start their own entrepreneurial venture, preparing for certification as a professional or it is the youth who want to build their skills and utilize their creativity in the apparel and fashion field, this certificate programme will provide comprehensive knowledge of the competencies.

Medium of Instruction: English

Duration: The minimum duration of the Programme is six month but you are allowed to take up to two years to complete the programme, as per your convenience.

Fee Structure: The Programme fee is Rs. 3000/- (plus Registration Fee as applicable) for full programme. It is to be paid in one installment at the time of admission. If you pay the tuition fees once, you continue to be on our rolls, even if you take more than six months to complete the Certificate. However, the fee is valid only up to two years from the date of admission. Besides, it is valid for only the Certificate in Apparel Merchandising. Fees once paid are not refundable on any account whatsoever, nor are they transferable.

3. PROGRAMME STRUCTURE

The following table gives an overview of the programme structure and credit weightage:

Course Code	Title of the Course	Credits
BHC-005	Basics of Apparel Industry and Entrepreneurship	8
BHC-006	Fashion, Textiles, Product development and merchandising	8
Total Credits		16

This Certificate Programme is worth 16 credits and comprises two Courses. Both Courses are theory courses comprising of 8 credits each. In IGNOU terminology, one credit is equivalent to 30 hours of the learner's study time. So an 8 credit Course should take you 240 study hours to complete. This includes the time taken for you to understand the print material, view and listen to the related video and audio cassettes, attend counselling sessions and complete the practical work related to the Course.

4. MODE OF EDUCATION

The Programme uses the print material, as well as audios and videos and counseling sessions as the media for instruction.

Print Material

Properly planned self-instructional print material is the mainstay of this Certificate. As a student of the Certificate Programme, the print material you would receive would be in the form of 2 printed booklets i.e. 10 Blocks (5 Blocks in each). The Blocks themselves consist of 3-5 Units each. The Units of each Block have a certain thematic unity and are arranged in a logical sequence.

As you go through the Blocks, you would see that each Unit has a 'structure.' This structure indicates the components of the Unit- its sections and sub-sections. So you get an overview of what each Unit has to offer.

The 'Introduction' tells you what to expect in the Unit and includes its objectives. This gives you an idea of what you should aim to achieve while studying the Unit. This is followed by the main body of the Unit which is divided into various sections and sub-sections. The 'Let Us Sum Up' section towards the end summarizes the information contained in the Unit, while the 'Keywords' provides a list of difficult words, phrases or terms and their meaning, in the context of the chapter. Interspersed throughout the Unit are 'Check Your Progress' exercises and 'Intext activities.' The Check Your Progress exercises will enable you to do a self-assessment on your own understanding of the section you learnt. Answers to these exercises are given at the end of each Unit. You will also come across Intext Activities which aim to reinforce your understanding of a particular area by engaging you in an activity based question. Sometimes, hints are given for enabling you to answer. These exercises are for you to work through as you go through the Unit.

THE SCHOOL OF CONTINUING EDUCATION

The IGNOU Act emphasizes the need for preparing and offering such courses and programmes that would provide access to higher education for a larger segment of the population and in particular disadvantaged groups such as those living in remote and rural areas including those people who wish to upgrade and acquire knowledge in vocational and professional spheres. In order to face this emerging challenge, the University had established the School of Continuing Education (SOCE). SOCE initially developed and launched some programmes related to Rural Development and Women's Education. However, in the process of its growth, the School identified new important areas of concern and addressed them through a number of programmes. SOCE currently houses the following four disciplines:

1. Child Development
2. Nutritional Sciences
3. Rural Development
4. Home Science

Discipline of Home Science

Under the Discipline of Home Science falls one of the sub-disciplines – Fabric and Apparel Science This sub-discipline contextualizes the learning of the fashion, textiles, and apparel designing. Fabric and Apparel Science focuses on various aspects like fashion design, management of the apparel industry; merchandising; retailing; fashion marketing; consumer behavior; socio-psychology of fashion The Certificate in Apparel Merchandising, falls under of this sub-discipline of Home Science.

Advantages of pursuing Certificate in Apparel Merchandising

Gaining importance in a futuristic field, this programme of study – Certificate in Apparel Merchandising provides a unique opportunity for those who want to pursue Apparel merchandising as a profession in Apparel industry. Whether learners are preparing to enter this profession, preparing for advancement within it, preparing to start their own entrepreneurial venture or people who already engaged in the apparel industry, this Certificate programme will provide a comprehensive knowledge of the competencies required for a merchandiser or entrepreneur. As a fast growing fashion industry this combines creativity, knowledge and experience to serve the industry. Hence there is a need for more focused learning to bridge the gap between the growing need for trained professionals and their availability.

5. INSTRUCTION SYSTEM

The methodology of instruction in this University is different from that in the conventional universities. The Open University System is more learner-oriented, and the student is an active participant in the teaching-learning process.

The University follows a multi-media approach for instruction. It comprises:

- Self-instructional print material,
- Audio and video-cassettes/CDs/DVDs,
- Face-to-face counselling at Study Centres by academic counsellors,
- And Assignments

Print Material

Print material is the primary form of instructional material, although there will be a few audio-video programmes and counselling sessions. Therefore, you have to concentrate mainly on the printed materials that we send you. The printed material would be sufficient to write assignment responses and prepare for the term end examinations.

How to use Print Material

The print material prepared by the University is self instructional in nature. Each course has been divided into a number of Blocks, generally 4 or 5 Blocks for a 8 credit course.

Each Block consists of a number of Units (lessons). Normally, all the Units covered in one Block have a thematic unity. The first page of each Block indicates the contents of each Block i.e., the number and titles of the Units covered in that Block. This is followed by a brief introduction to the Block. This Block introduction explains the total coverage of the Block as a whole as well as the coverage of each Unit in that Block.

Each Unit is structured to facilitate self study for you. The section on *Objectives* briefly states what we expect you to attain when you have completed the Unit. In *Introduction*, there is an attempt to forge a link with the topics of the previous Units and the topic to be covered in the present Unit. This is followed by the main body of the Unit, which is divided into various sections and subsections. In the main body there are a few self-check exercises under the caption *Check Your Progress Exercises*. Enough space is given for you to write your answers to the questions set in the self-check exercises. Answers to these exercises are given in the section *Check Your Progress – Possible Answers* at the end of the Unit.

The section *Let Us Sum Up* summarises what has been said in the whole Unit. This summary enables you to recall the main points covered in the Unit. To facilitate comprehension, important words/terms covered in the Unit are explained in the section *Keywords*. Some books for additional reading are suggested in the section *References and Suggested Readings*. For your reference purpose some of these books may be available in the study centre. Going through the same, though recommended, is not essential.

Read the Units carefully and note down the important points. You can use the space in the margin of the printed pages for making notes and writing your comments. While reading the Units, mark the words that

you do not fully understand. Look for the meaning of such words under the section *Keywords* or in a dictionary. Read the Unit again and again until you have understood the point. You may also try to find it in earlier Units as it may be explained there. However, if you still do not understand something, consult your Academic Counsellor during the face-to-face sessions at the Study Centre/Programme Study Centre for clarification.

Try to answer *Check Your Progress Exercises* questions. These exercises will help you to reinforce the information/knowledge you gain through your first reading of the text. Proper comprehension of the units and the points/notes made by you while reading the Units would help you in answering the Check Your Progress Exercises given in the Units. Once you have written the answer in the blank space provided for each question, you can compare your answer with the answers given in the section *Check Your Progress – Possible Answers*.

Note: *Check Your Progress Exercises are for your practice only and you should not submit answers to these questions to the University for assessment.*

Audio-Video Material

While the print material is, by and large, complete in itself, some concepts and their applications have been explained through the audio and video programmes as well, to facilitate better comprehension and understanding. The experience of learning through different media is interesting and useful as well. Thus the audio and video programmes will be of great benefit to you as supplements to the print material. If you make use of the audio and video components along with the print material, you will be able to understand the subject matter better, prepare for practical work and apply the concepts explained through the print material more effectively in the day-to-day situations.

In view of the above, we strongly recommend that you view and listen to video and audio programmes related to this Certificate. However, listening to and viewing audio and video programmes is optional. You could complete the programme of study by just studying the printed course material provided.

Academic Counselling

The purpose of Academic Counselling is to answer some of your questions and clarify your doubts which may not be possible through any other means of communication. Face-to-face contact between the learners and their tutors/counsellors at the Study Centre is an important activity. It is also intended to provide you an opportunity to meet fellow students. There are experienced Academic Counsellors at the Study Centres to provide counselling and guidance to you in the courses that you have chosen for study. The counselling sessions for each of the courses will be held at suitable intervals throughout the academic session. *The counselling sessions for theory are not compulsory.* However, they may be very useful in certain respects such as: to share your views on the subject with teachers and fellow participants, comprehend some of the complex ideas or difficult issues, get clarifications for many doubts which you would not otherwise try to raise, and consult academic counsellors for selecting courses of study.

Face-to-face counselling will be provided to you at the study centre assigned to you. You should note that the counselling sessions will be very different from the usual classroom teaching or lectures. Counsellors will not be delivering lectures or speeches. They will try to help you to overcome difficulties (academic as well as personal) which you face while studying for this programme. In these sessions you must look into the subject based difficulties and any other issues arising out of such difficulties. Besides, some of the audio and video cassettes that are available at that time will be played in the counselling sessions.

Before you go to attend the counselling sessions, please go through your course material and note down the points to be discussed. Unless you have gone through the Units, there may not be much to discuss. Try to concentrate on the relevant and the most important issues. Also try to understand each other's points of view. You may also establish personal contact with your fellow participants to get mutual help for academic purposes. Try to get the maximum possible help from your counsellors.

Counselling Sessions

While the print material and the audio and video programmes are self-explanatory and we have tried to anticipate your questions and difficulties and tackled them therein, it is likely that you may still have some doubts and some clarifications to seek. The counselling sessions are organized at the Study Centre with this in mind. Through these you get a chance to talk to subject matter experts, who are also called counsellors in the distance education system, and fellow learners of the programme of study.

Counselling sessions will be very different from the usual classroom teaching or lectures. Your counsellors will not be delivering lectures or speeches. The counselling sessions will be discussion oriented where the counsellor and the learners share their views on the subject and the learners seek clarifications for their doubts and comprehend some of the complex ideas or difficult issues. The counsellors will try to help you overcome your difficulties (academic as well as personal) which you face while studying for the Diploma. Besides, some of the audio and video cassettes related to the programme will be played. Therefore, it is very important that you study the related course material before you go to attend the counselling sessions. Unless you have gone through the Units/Blocks, there may not be much to discuss. During the counselling sessions try to concentrate on the relevant and the most important issues (it is quite likely that some minor issues may distract your attention and you may not have time to discuss the major problems). Also try to understand each other's points of view, without making the session a seminar or a debate. You may also establish personal contact with your fellow participants to get mutual help for academic purposes. Try to get the maximum possible help from your counsellors.

The counselling sessions will be conducted at your Study Centre. You will be told about the counselling schedule in advance so that you know the Blocks that will be taken up for discussion during the counselling session on a particular day. Study the Blocks that will be taken up during the session before attending the same.

Attending the counselling sessions will prove to be of tremendous help to you. We strongly recommend that you attend as many counselling sessions as you can. However, attending counseling sessions is optional. You can complete the Certificate Programme without attending any counselling session.

The details about the number of counselling sessions for each Course of the Certificate Programme are given in Section 6.

Some Useful Studying Tips

The certificate and the system that offers it are relatively new. It is quite likely that some of you may be wondering how to complete this programme successfully.

It should not be difficult for you to complete this Certificate Programme if you plan your work schedule sufficiently carefully. If you practise a somewhat systematic way of studying the materials, much of your task will become easy. We can give you a few suggestions to make your studies easy and interesting.

We understand that adult learners have many domestic and social commitments to attend to. But it is possible to steal some time regularly for your studies. Convince your colleagues and affectionate family members that you need some privacy to study and stick to a regular time table. As soon as you receive the first set of your reading materials, start working on them. Do not postpone studying the materials.

For obvious reasons, print material is the primary form of instructional material, although there are audio and video programmes and counselling sessions also. Naturally, you will have to concentrate mainly on the printed Blocks we send you, which will give you enough information to prepare for the final examinations satisfactorily.

Read the Units carefully and note down the important points. You can use the space in the broad margin of the printed pages for making notes and writing your comments. Try to answer “Check Your Progress” questions. Please remember, the answers to these questions are not to be sent to us. Their purpose is to enable you to evaluate your own performance and to keep you on the right track. That is why they are called ‘Self-check’ questions. They will enable you to check whether you have comprehended what you have read. If you are not satisfied with your answers, see where you have gone wrong. At times, it is possible that you may have a better answer than the one we have presented. In any case, they will help you reinforce the information/knowledge you gain through your first reading of the text.

6. COURSEWISE DETAILS

Brief descriptions of the Courses along with their objectives are given in an outline form in this Section. The outline mentions the Course, Block and Unit titles of this Certificate programme.

As you know, the Certificate Programme comprises of two Courses. Both the Courses comprises of theory components. A brief description of the two Courses is explained as follows.

BHC-005 BASICS OF APPAREL INDUSTRY & ENTREPRENEURSHIP

This is the first Course of Certificate in Apparel Merchandising. It presents the importance of Apparel Merchandising as an emerging profession and the advantages of the Apparel industry. For a concrete understanding of Apparel industry, you have the idea about the national and international overview of apparel industry and retail. The Course further explains the role and skills required by merchandisers to establish and run the business in a successful manner. It also provides the learners with insights on how to establish and run the Apparel industry.

Block 1 Introduction to Apparel Industry

Unit 1 Overview of Apparel Industry I

Unit 2 Overview of Apparel Industry II

Unit 3 Organizational set up of Garment Manufacturing Unit

Block 2 Apparel Retail: India and Global

Unit 4 Apparel Retail Industry in India

Unit 5 E-Commerce in Apparel Industry

Unit 6 Introduction to Global Apparel Market

Unit 7 Concept of FDI: an Introduction

Block 3 Business Development Conceptual Framework

Unit 8 Market Segmentation, Positioning and Targeting

Unit 9 Business Portfolio

Unit 11 Brand Management

Block 4 Role and Requirement of a Merchandiser

Unit 12 Skill Set for Merchandising

Unit 13 Communication Skills

Unit 14-19 Basics of Computers

Block 5 Apparel Merchandising

Unit 20 Entrepreneurship and Entrepreneurial Skill

Unit 21 Identification and Selection of Business Opportunities

Unit 22 Business Plan Preparation and Analysis

Unit 23 New Enterprise Creation and Management

BHC-006 FASHION, TEXTILES, PRODUCT DEVELOPMENT AND MERCHANDISING

This Course will be focus on the fashion and consumer behavior, fundamentals of textiles and textile processing, Apparel production and process of merchandising. It will help you to develop understanding about the fashion and textiles which is the most important for the apparel industry. It discusses principles and elements of design, construction techniques of textile material, textiles processing for creating an effective learning about the fashion and materials.

Block 1 Introduction to Fashion and Consumer Behavior

Unit 1 Elements and Principles of Design

Unit 2 Understanding Silhouettes

Unit 3 Fashion: An Overview

Unit 4 Fashion Accessories and their importance

Block 2 Fundamentals of Textiles

Unit 5 Cellulosic and Protein Fiber

Unit 6 Synthetic Fiber

Unit 7 Fiber to Yarn

Unit 8 Fabric Construction Techniques: Weaving

Unit 9 Fabric Construction Techniques: Nonwovens and Felts

Unit 10 Knitted Apparel Technology

Unit 11 Fabric Properties and its End Use

Block 3 Textiles Processing

Unit 12 Textile Finishes

Unit 13 Dyeing of Fabric

Unit 14 Printing of Fabrics

Unit 15 Environmental Issues in Textile Industry

Block 4 Apparel Production Line and Product Development

Unit 16 Apparel Line Development

Unit 17 Fashion Trimming

Unit 18 Product Development

Unit 19 Organization of a line

Block 5 Merchandising Planning and Management

Unit 12 Introduction to Product Merchandising

Unit 13 Merchandiser's Interface with other Department

Unit 14 Merchandise Planning

Unit 15 Visual Merchandising

Unit 16 Store Layout Design and Store Security

7. EVALUATION

Evaluation of Theory Courses -

The evaluation in theory courses consists of two parts: (i) continuous evaluation through assignments, and ii) term-end examination. Each course has one assignment. In the final result, the assignment of a course carries 30% weightage while 70% weightage is given for term-end examination. University follows grading system for continuous evaluation as well as term-end examination. It is done on a five-point scale using letter grades, A,B,C,D,E. The University has decided to provide numerical marking also in the grade card and award of division for the Certificate Programme.

The following is the scheme of awarding divisions:

I Division	-	60%
and above II Division	-	50% to 59.9%
Pass	-	35% to 49.9%
Unsuccessful	-	Below 35%

The notional correlates of the letter grades and percentage of marks are as under:

Letter Grade	Qualitative Value	Point Grade	Equivalent % of numerical marks
A	Excellent	5	70% and above
B	Very Good	4	Above 55% and below 70%
C	Good	3	Above 45% and below 55%
D	Satisfactory	2	Above 35% and below 45%
E	Unsatisfactory	1	Less than 35%

You are required to score at least 35% marks (Grade D) separately in continuous evaluation (assignment) and term-end examination of each course.

Term-end Examination

As stated earlier, term-end examination is the major component of the evaluation system of theory courses and it carries 70% weightage in the final result. You must fill and send the term-end examination form within the prescribed dates as mentioned abroad:

- The terminal written examination may comprise:
 - essay-type questions testing analytical and conceptual comprehension.
 - case materials/problem-solving activities/practical questions.
 - short answer questions and objective questions.

These will give you some idea about the kind of questions you may expect in the term-end examination. However, this is only to orient you towards the kind of questions asked. There could be variations in the format of question papers.

- There is one term-end examination paper for each Course, i.e., you will have to clear these papers towards completing the Certificate Programme. Each paper is of three hours duration.
- You may appear for term-end examination of one or more Courses at a time. Please note that normally examinations in the two Courses will be held two times every year - first in June, and the second in December. However, in the first year of admission you can take the examination for any or all Courses only in December of that year and not in June. In the Certificate Programme, the subsequent years of enrolment, you can take the examination in December of that year, till your registration remains valid.
- In case you fail to get a pass score (35% marks) in the Term-end Examination, you will be eligible to reappear at the next Term-end Examination for that course within the total span of the programme i.e. four years.

Eligibility for Term-End Examination

To be eligible to appear in the Term-end Examination in any course, you are required to fulfil the following conditions.

- 1) You should have submitted the assignments for the respective course.
- 2) You should have submitted the examination form in time (which is explained later).
- 3) Your registration for the programme should be valid.
- 4) You should have paid the required examination fee for all the courses, for which you are appearing in the examination.

Examination Date Sheet

Examination date sheets (Schedule which indicates the date and time of examination for each Course) are sent to all the Study Centres approximately 5 months in advance. The same is also notified through IGNOU Newsletter from time to time. Thus, normally, the date sheet for June examinations is sent in the month of January/February and for December examination in the month of July/August. You are advised to see whether there is any clash in the examination dates of the courses you wish to take, i.e. examination of any two courses you wish to take are scheduled on the same day at the same time. If there is any clash, you are advised to choose one of them in that examination and the other course in the next examination (i.e., June or December as the case may be).

Online submission of Examination Form

It is an essential pre-requisite for you to submit the Examination Form for taking examination in any course. Copies of the examination forms are available at Study Centres/Regional Centres/ Student Registration and Evaluation Division at Headquarters. Sample of examination form is printed in this Programme Guide.

Examination Fee

Examination fee of Rs. 150/- per course is required to be paid through Bank Draft in favour of IGNOU payable at Delhi. The examination forms are available at all the Study Centres and Regional Centres. Students can also submit on-line examination form as per guidelines through IGNOU website at www.ignou.ac.in.

Examination Centre

Normally, the study centre is the examination centre. However, a student is required to fill the exam centre code in the examination form. For this purpose you are advised to go through the list of study centres available in the Student Handbook and Prospectus/Programme Guide. In case any student wishes to take examination at a particular centre, the code of the chosen centre can be filled up as examination centre code. However, if the examination centre chosen by a student is not activated, the university will allot another examination centre under the same Region.

Date of Submission of Examination Forms

June TEE	DECEMBER, TEE	LATE FEE	Where to submit the form
1st March to 31st March	1st Sept to 30th Sept	Nil	Registrar (SR&E), IGNOU, Maidan Garthi, New Delhi-110068
15th April to 20th April	1st Oct to 20th Oct	Rs. 100/-	
21st April to 15th May	21st Oct to 15th Nov	Rs. 500/-	For outside Delhi students (The Regional Director Concerned Regional Centre) For Delhi Students (Registrar (SR&E), IGNOU Maidan Garthi, New Delhi-110068
15th May to 28th May	16th Nov to 26th Nov	Rs. 1000/-	

To avoid discrepancies in filling up the examination form/hardship in appearing in the term-end examination, students are advised to:

- 1) Remain in touch with your Study Centre/Regional Centre/SRE Division for change in schedule of submission of examination form/ fee, if any.
- 2) Fill up the examination form for next term-end examination without waiting for the result of the previous term-end examination and also fill up the form for the courses for which result is awaited.
- 3) Fill up all the particulars carefully and properly in the examination form to avoid rejection/delay in processing of the form.
- 4) Retain proof of mailing/submission of examination form till you receive examination half ticket.

Issue of Examination Hall Ticket

University issues Examination Hall Ticket to the students at least two weeks before the commencement of Term-end Examination. The same could also be downloaded from the University's website www.ignou.ac.in. In case any student fails to receive the Examination Hall Ticket within one week before the commencement of the examination, the student can download the hall ticket from the website and approach the exam centre for appearing in the exam.

Early Declaration of Results

In order to facilitate the students who have got offer of admission and/or selected for employment etc. and are required to produce marks-sheet/grade card by a specified given date, they may apply for early processing of their answer scripts and declaration of the results for this purpose. The students are required to apply in the specified format available on the University website with a fee of Rs. 500/- per course

through Bank Draft drawn in favour of IGNOU) along with the attested photocopy of the offer of admission/employment offer. The students may submit their requests for early declaration of results before the commencement of the term-end examination i.e., before 1st June and 1st December respectively, The University in such cases will make arrangements for processing the answer scripts and declare the result as a special case, possibly in a month's time from the date of examination.

Re-evaluation of Answer Script(s)

The students who are not satisfied with the marks / grade secured by them in the Term-end Examination can apply for re-evaluation within one month from the date of declaration, i.e. the date on which the results are made available on the University website, on payment of Rs. 300/- per course in the prescribed application form available on the University website. The better of the two results (original marks/grades and re-evaluated marks/grades) will be considered and the revised marks/grades shall be incorporated in the student's records as applicable and the revised grade card/marks sheet will be sent to the students within one month from the receipt of application. Re-evaluation is not permissible for Project Work, Assignments & Seminars etc.

Assignments

Assignments constitute the continuous evaluation. The submission of assignment is compulsory. The marks that you get in your assignments will be counted in your final result.

You have to complete the assignment within the due dates specified in the assignments booklet. **You will not be allowed to appear for the term-end examination for any course if you do not submit the assignment in time for that course.** If you appear in term-end examination without submitting the assignments, the result of term-end examination would be liable to be cancelled.

The main purpose of assignment is to test your comprehension of the learning materials you receive from us and also to help you get through the courses. The evaluators/counsellors after correcting the assignments send them back to you with their comments and marks. The comments guide you in your study and help in improving it. The content provided in the printed course materials should be sufficient for answering the assignments. Please do not worry about the non-availability of extra reading materials for working on the assignments. However, if you have easy access to other books, you may make use of them. The assignments are designed in such a way as to help you concentrate mainly on the printed course materials and exploit your personal experience.

For each course you have to do one assignment which will be evaluated by the counsellor of your study centre.

Whenever you receive a set of material and assignments, check them immediately and ask for missing pages, if any, from **Material Production and Distribution Division (IGNOU, Maidan Garhi, New Delhi-110068).**

The assignment response should be complete in all respects. Before submission you should ensure that you have answered all the questions of the assignment. Incomplete assignment responses may affect your grades adversely.

You have to submit your assignment response sheets to the Coordinator of the Study Centre assigned to you. After evaluation, assignments will be sent back to you with comments and marks (grade).

The University/Coordinator of the Study Centre has the right not to entertain or reject the assignments submitted after the due date. You are, therefore, advised to submit the assignments before the due date.

Do not forget to get back your duly evaluated assignment along with a copy of the assessment sheet containing comments of the evaluator on your performance. This may help you in attempting the term-end examination.

For your own record, retain a copy of assignment response, which you submit to the Coordinator. If you do not get back your duly evaluated assignment along with a copy of assessment sheet containing comments of evaluator on your assignment within a month after submission, please try to get it personally from your study centre.

If you do not get pass grade in any assignment, you have to submit it again. To get fresh assignment you should write to **Registrar, MPDD, IGNOU, Maidan Garhi, New Delhi -110068**. However, once you get the pass grade in an assignment, you cannot re-submit it for improvement of grade. Assignments are not subject to re-evaluation except for factual errors, if any, committed by the evaluator. The discrepancy noticed by you in the evaluated assignment should be brought to the notice of the Coordinator of the Study Centre, so that the correct score is forwarded by him to the Student Registration and Evaluation Division at Headquarters. Score communicated by the student centre through any mode other than the award list will not be acceptable to the University for taking your score of assignment, on your record.

In case, you find that the score indicated in the assignment sheet of your Tutor marked assignment has not been correctly reflected or is not entered in your grade card, you are advised to contact the Coordinator of your study centre with a request to forward correct award list to your Regional Centre / SR&E Division at the Headquarters.

Do not enclose or express doubts for clarification, if any, about study material or assignment along with the assignment. Send your doubts in a separate cover to the Director of the School of Continuing Education at IGNOU, Maidan Garhi, New Delhi - 110068. Give your complete enrolment number, name, address, title of the Course, and the numbers of the Unit or the assignment, etc. on top your letter.

- 1) Write your Enrolment Number, Name, Full Address, Signature and Date on the top hand corner of the first page of your response sheet.
- 2) Write the Programme Title, Course Code, Course Title, Assignment Code and Name your Study Centre on the left hand corner of the first page of your response sheet.

Course Code and Assignment Code may be reproduced from the assignment.

The top of the first page of your response sheet should look like this:

PROGRAMME TITLE:	ENROLMENT NO:
COURSE CODE:	NAME:
COURSE TITLE:	ADDRESS:
ASSIGNMENT CODE:	STUDY CENTRE:
SIGNATURE:	DATE:

All Tutor Marked Assignments are to be submitted at the study centre assigned to you.

- 3) Read the assignments carefully and follow the specific instructions, if any, given on the assignment itself about the subject matter or its presentation.
- 4) Go through the study material. Make some points regarding the question and then rearrange those points in a logical order and draw up a rough outline of your answer. While answering an essay type question, give adequate attention to introduction and conclusion. The introduction must provide a brief interpretation of the question and how you propose to develop it. The conclusion must summarise your response to the question. Make sure that the answer is logical and coherent, and has clear connections between sentences and paragraphs. The answer should be relevant to the question given in the assignment. Make sure that you have attempted all the main points of the question. Once you are satisfied with your answer, write down the final version neatly and underline the points you wish to emphasize. While solving numericals, use proper format and give working notes wherever necessary.
- 5) Use only foolscap size paper for your response and tie all the pages carefully. Avoid using very thin paper. Allow a 4 cm margin on the left and at least 4 lines in between each answer. This may facilitate the evaluator to write useful comments in the margin at appropriate places.
- 6) Write the responses in your own hand. Do not print or type the answers. Do not copy your answers from the Units/Blocks sent to you by the University. If you copy, you will get zero marks for the respective question.
- 7) Do not copy from the response sheets of other students. If copying is noticed, the assignments of such students will be rejected.
- 8) Write each assignment separately. All the assignments should not be written in continuity.
- 9) Write the question number with each answer.
- 10) The completed assignment should be sent to the Coordinator of the Study Centre allotted to you. Under any circumstances do not send the tutor marked response sheets to the Student Registration and Evaluation Division at Headquarters for evaluation.**
- 11) Study centre is the contact point for you. After submitting the assignments at the Study Centre get the acknowledgement from the Coordinator on the prescribed assignment remittance-cum-acknowledgement card.
- 12) In case you have requested for a change of Study Centre, you should submit your Tutor Marked Assignments only to the original Study Centre until the change of Study Centre is notified by the University.
- 13) If you find that there is any factual error in evaluation of your assignments e.g. any portion of assignment response has not been evaluated or total of score recorded on assignment response is incorrect, you should approach the coordinator of your study centre for connection and transmission of correct score to headquarters.

8. OTHER USEFUL INFORMATION

Re-admission

The students who are not able to clear their programme within the maximum duration allowed can take re-admission for additional 1 year in continuation of the earlier duration in selected programmes. The student has to make payment per course on pro-rata basis. The details of pro-rata fee and the Re-admission Form is available at the Regional Centre for the courses which the student has not been able to complete. For further details please see the website.

IGNOU Newsletter

The University publishes the IGNOU Newsletter three times a year in English as well as in Hindi. It is mailed to each student free of cost. All the important information relevant to the student is published in this newsletter.

Reservation of Seats

The University provides reservation of seats for scheduled castes, scheduled tribes and physically handicapped students as per the Government of India rules.

Scholarships and Reimbursement of Fees

Reserved categories, viz. scheduled castes/scheduled tribes and physically handicapped students, have to pay the fees at the time of admission to the University along with other students.

Physically handicapped students admitted to IGNOU are eligible for Government of India scholarships. They are advised to collect the scholarship form from the Directorate of Social Welfare or office of the Social Welfare Officer of the concerned state government and submit the filled-in forms to them through the concerned Regional Director of IGNOU.

Similarly, for reimbursement of programme fees, SC/ST students have to submit their scholarship forms to Directorate of Social Welfare or the Social Welfare Officer of the respective state government through the concerned Regional Director.

Change or Correction of Address

In case there is any correction or change in your address, you are directed to make use of the form at Annexure IV and address it to the Regional Director concerned who will forward the request, after verifying the student's signature to the SR&E Division, IGNOU Maidan Garhi, New Delhi. The form can also be downloaded from IGNOU website, www.ignou.ac.in. Normally it takes four to six weeks to effect the change. Therefore, you are advised to make your own arrangements to redirect the mail to the changed address during this period.

Change of Study Centre

For the purpose of change of Study Centre, you have to send a request to the Director of your Regional Centre. Request for change of Study Centre is normally accepted subject to availability of seat for the programme at the new centre asked for.

Change of Regional Centre

When you want transfer from one Region to another, you have to write to that effect to the Regional Centre from where you seek a transfer, marking copies to the Regional Centre where you would like to be transferred to, and to the Registrar, SR&E Division, IGNOU, Maidan Garhi, New Delhi. The Regional Director from where you are seeking the transfer will transfer all records to the Regional Centre where you seek transfer under intimation to you and Registrar, SR&E Division, IGNOU, New Delhi. The records are normally sent by Registered Post to guard against loss in postal transit.

Simultaneous Registration

Students who are already enrolled in a programme of one year or longer duration can also simultaneously register themselves for any certificate programme of 6 months duration. However, if there is any clash of dates of counselling or examination schedule of the two programmes taken, the University will not be position to make adjustment.

Miscellaneous

- The University reserves the right to change the rules detailed in this Programme Guide. However you will be informed about those changes through supplementary circulars well in advance.
- Please file all letters that the University sends you, and keep the Programme Guide and the Supplements Programme Guide (if any) handy. A record of your progress is maintained at the University. However, you must maintain your own record for comparisons, if needed.
- All types of communication (letters, application, etc.) are attended to as soon as we can. It is, therefore, desirable that you make your letters brief and precise. If your letters present irrelevant details or/and are written in ambiguous and objectionable language, our responses to your queries will invariably get delayed.
- Before you write to us to answer your queries, do look into this Programme Guide. We may already have answered your query/queries.
- Do follow our instructions carefully.
- Do write to us if you have any difficulties or problems in working through this Programme.

You are also advised to get in touch with the Coordinator of your Study Centre for timely information.

SOME USEFUL ADDRESSES